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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/749,110	12/29/2003	Chad Lester	Google-33/APP (GP-086-00-	3154
83402	7590	05/12/2009	EXAMINER	
NOONAN, WILLOW W				
82402			ART UNIT	
Straub & Pokotylo			PAPER NUMBER	
788 Shrewsbury Avenue			2446	
Tinton Falls, NJ 07724			MAIL DATE	
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			05/12/2009	
			PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/749,110

**Applicant(s)**

LESTER ET AL.

**Examiner**

Willow Noonan

**Art Unit**

2446

**Period for Reply** -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 13 March 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-10, 19-29 and 38-42 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-10, 19-29 and 38-42 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 29 December 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

**DETAILED ACTION**

1. The instant application having Application No. 10/749,110 has a total of 26 claims pending in the application; there are 2 independent claims and 24 dependent claims, all of which are ready for examination by the examiner. There are 16 cancelled claims.

***Continued Examination Under 37 CFR 1.114***

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 3/13/2009 has been entered.

***Response to Arguments***

3. Applicant's arguments with respect to all claims have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-3, 20-23, and 39-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Granik** (U.S. Patent App. Pub. No. 2002/0010757) in view of **Morrisroe** (U.S. Patent App. Pub. No. 2004/0117259).

Regarding claims 1 and 20, Granik teach a method comprising encoding one or more ad properties of an ad and including them in a click URL; serving the ad together with the click URL; and, in response to a user selection of the ad, decoding the one or more encoded ad properties at an intermediate URL server and forwarding a content rendering facility of the user to an ad landing page. See Granik at p. 5, paragraph 43 ("That is, when a web user clicks on an ad ... a link will take the user to the re-direct server. Particularly, in response to a user click on [an] ad, a web-based communication is generated that includes a re-direct ad URL including: 1) an encrypted identifier that identifies the user on the re-direct server; and 2) an ultimate destination website code. The re-direct server particularly parses the re-direct URL query string for the identifier and the ultimate destination website code and, by means of a database lookup, maps and transforms the code into a real URL to link the user to the destination website.").

Granik does not teach that the one or more encoded ad properties include at least one of (1) information indicating how the ad was served, (2) information indicating advertiser charges, and (3) information indicating how the ad was selected as a candidate for serving. However, Morrisroe teaches that it is well known to encode such information in a URL. See Morrisroe at p. 3, paragraph 34 ("As is known in the art, the

redirection URL is used to provide tracking information to the tracking server 104. When the ad is served, the integrated ad file 204 appends the appropriate tracking data to the redirection URL. In the present embodiment, such tracking data includes the relevant invoice order for the ad campaign, the line number for the ad campaign, the placement of the ad on the web page, the content identifier (ID) for the ad, which identifies the ad in the content management system of the portal 100, and the ad ID, which is a unique identifier for the ad.”). It would have been obvious to one of ordinary skill to use Morrisroe’s tracking technique with the teachings of Granik because Morrisroe teaches that the disclosed technique provides a more efficient mechanism for creating, serving, and tracking ads. *See id.* at p. 1, paragraph 10.

Regarding claims 2 and 21, Granik teaches that the one or more ad properties include ad serving parameters. *See* Granik at p. 5, paragraph 43 (“an encrypted identifier ... [and] ultimate destination website code”).

Regarding claims 3 and 22, Granik teaches that the one or more ad properties include information indicating how the ad was served, and wherein the information indicating how the ad was served includes a rendering attribute of the ad. *See* Granik at p. 5, paragraph 43 (“re-direct ad URL including ... an encrypted identifier ... [and an] ultimate destination website code”).

Regarding claims 39-42, the specific information included in the encoded ad properties constitutes non-functional descriptive material because it does not impart any specific functionality on the claimed invention.

6. Claims 4-9 and 23-28 are rejected under 35 U.S.C. 103(a) as being unpatentable for the reasons set forth above, further in view of **RFC 2396** (on URI syntax).

Regarding claims 4-7 and 23-26, RFC2396 teaches that it is well known to use alphabets limited to specific characters for encoding information. *See generally* RFC 2396. It would have been obvious to one of ordinary skill in the art at the time the invention was made to use the URI specifications of RFC 2396 in Granik's system because Granik teaches the use of URLs (which are a type of URIs).

Regarding claims 8 and 27, RFC 2396 teaches that the encoded one or more ad properties are represented with a set of K characters, wherein the set of K characters excludes one or more characters selected from a set of characters consisting of "control", "space", "<", ">", and "%". *See* RFC 2396 at p. 10, *Excluded US-ASCII Characters*.

Regarding claims 9 and 28, RFC 2396 teaches that the encoded one or more ad properties are represented with a set of K characters, wherein the set of K characters excludes one or more characters selected from a set of characters consisting of "{", "}", "I", "\", "A", "[", and "]". *See* RFC 2396 at p. 11, *Excluded US-ASCII Characters*.

7. Claims 10, 19, 29, and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Granik** in view of **Tomita** (U.S. Patent App. Pub. No. 2003/0035139).

Regarding claims 10 and 29, Granik does not teach representing each of one or more ad properties of an ad with a binary value; concatenating each of the one or more binary values to define a sequence of bits; or encoding the sequence of bits into a

sequence of characters, wherein each of the characters is selected from a set of K legal characters. However, Tomita teaches that it is well known to encode binary data and parameters as a string of valid characters. See Tomita at p. 10, paragraph 213 ("the data of the firmware has been converted to US-ASCII code according to Base 64 conversion in order to be attached to the e-mail. Therefore, the CPU converts the character string back to binary data according to reverse Base64 conversion"). It would have been obvious to one of ordinary skill in the art at the time the invention was made to use Tomita's technique for encoding data in Granik's system because Tomita teaches that encoding binary data as a character string is a well known method that allows ASCII compatible standards to transport binary data. See Tomita at p. 10, paragraph 213 (describing how this method allows the email to carry binary data).

Regarding claims 19 and 38, Examiner notes that the described steps constitute a ubiquitous and well-known algorithm for base conversion necessarily included in the limitations of claim 10.

### ***Conclusion***

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Willow Noonan whose telephone number is (571)270-1322. The examiner can normally be reached on Monday through Friday, 7:30 AM-5:00 PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Pwu can be reached on (571) 272-6798. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Willow Noonan/  
Examiner, Art Unit 2446

/Bunjoo Jaroenchonwanit/  
Supervisory Patent Examiner, Art Unit 2456